

# ANA CAMELO

## CURRICULUM VITAE

### CONTACT

(204) 740 0356

[hello@anacamel.com](mailto:hello@anacamel.com)

[linkedin.com/in/ana-camelo/](https://www.linkedin.com/in/ana-camelo/)

### INTERESTS

Feminism

Decolonization

Politics & social justice

CrossFit

Universal literature

Research

World conservation

Drums player

Cats

History & science podcasts

### AFFILIATIONS

Medium

*Online publishing platform*

Design Justice

*An exploration of the relationship between design, power and social justice.*

### EXPERIENCE

#### Communications & Digital Media

NOV 2020 **DIGITAL PROJECTS COORDINATOR**

PRESENT *Art Gallery of Southwestern Manitoba*

I conduct research, plan, design, and implement communication strategies to expand our reach capacity through digital channels, making the AGSM's contents and services available to more Manitobans from whom it is not viable visiting the premises in person. The various initiatives I support include working with colleagues and making further recommendations to develop digital experiences of the exhibitions, programming, scheduling, directing and coordinating diverse content production, and reporting and analysing the results to continue optimising the communications strategy. I also direct and lead designers and developers to support the Gallery's digital platforms.

AUG 2011 **UX DESIGNER & VISUAL COMMUNICATOR**

PRESENT *Self-employed*

I develop content and media strategies that meet the organisation's goals by reaching out to its audiences in spaces that make sense and feel natural to them, taking care not to reproduce any discriminatory models. I also keep track of the performance of such strategies to continue iterating and improving the results to meet the organisation's goals. Some additional projects I work on include designing and developing brand identity, digital marketing strategies, design and development of websites, and digital art.

JUL 2018

MAY 2021

**SENIOR VISUAL DESIGNER**

*Progressive Westman*

I designed visual arts for print materials, prepared the files for production, designed and developed brand identity, vectorised bitmap images, produced mockups, created print and digital communications for social media platforms for different purposes, and made the design for websites.

JUL 2018

OCT 2020

**UX/UI DESIGNER (USER PERFORMANCE SPECIALIST)**

*Rimmer Technology Partners*

I improved the user experience by understanding user needs, goals, knowledge, and work environments to create accessible, clear, friendly, and efficient interfaces. I also prepared feedback to improve various processes and produced help/assistance materials. Other responsibilities included designing, developing, and updating websites; digital communication strategies and implementation; and measuring results to optimise performance.

## ANA CAMELO

### CURRICULUM VITAE

## SKILLS

### Knowledge Areas

User experience design

User interface design

Visual design

Web design

Content strategy

Information architecture

Usability

Accessibility

Social media strategy

Digital art and typography

User research

Design thinking

Copy-writing

### Technology Tools

Adobe Creative Cloud Suite

Sketch App

Zeplin

Social Media platforms

HTML5, CSS3, and JS

Microsoft Word, Excel,

PowerPoint

### Languages

Spanish (Native)

English (Fluent)

French (Basic)

### JAN 2015 DIGITAL ART DIRECTOR

MAY 2016 *Ogilvy*

I designed, presented and implemented advertising campaigns, made creative traffic, contact and competition reports, and developed and implemented communications strategies.

### FEB 2012 GRAPHIC DESIGNER

MAY 2012 *GS/Pardo*

I designed and implemented print and digital pieces for advertising campaigns, events, and editorial media, prepared print files for production, and designed and developed corporate branding.

## Community Involvement & Others

### SEP 2020 CO-CHAIR OF THE BOARD OF DIRECTORS

PRESENT *The Women's Resource Centre - Brandon*

Provide oversight of the board, lead meetings of the Executive committee, prepare and circulate board agendas, lead board meetings, and plan for board succession. Communicate with the Executive Director, represent TWRC whenever possible, ensure board members and committees are fulfilling their responsibilities, and review and update policies and procedures, among others.

### OCT 2017 IMA INSTRUCTOR

APR 2018 *Career Trek*

I described the children the IMA (interactive media arts) industry, planned lessons, made presentations, road maps, and described the considerations for pursuing a career in one of the industry fields. I was also in charge of instructing the kids through different activities, assisted them during the process, and provided feedback about the program.

### MAY 2017 VP OF FINANCE

APR 2018 *ACC SA*

I worked with the administrative and accounting to monitor and report to the ACCSA council and the students, presented financial reports at meetings and the Annual General Meeting. I communicated actively with the ACCSA staff, executives, and the general council, served as a board member on the ACC Foundation Committee and attended regular meetings, and assisted Executive Council Plan, executed and supervised events and tasks as assigned.

## ANA CAMELO

### CURRICULUM VITAE

## RECOGNITIONS

2018

### SILVER MEDAL WEBDESIGN & DEVELOPMENT (PS)

Skills Canada Manitoba -  
2018 Provincial Competition.

*Winnipeg, MB. Canada.*

2018

### ONE TO WATCH IMA INTERACTIVE DESIGNER

Assiniboine Community  
College.

*Brandon, MB. Canada.*

2011

### THIRD-SAMPLE OF VISUAL IDENTITY.

Fundación Universitaria  
Jorge Tadeo Lozano.

*Bogotá, Colombia.*

2009

### STROKES OF FICTION - NON-FICTION. (CREATIVE ILLUSTRATION)

Fundación Universitaria  
Jorge Tadeo Lozano.

*Bogotá, Colombia.*

SEP 2016 **PEER TUTOR**

APR 2018 *Assiniboine Community College*

Helped fellow students to get a better understanding of specific topics of the IMA courses, provided support and guidance to complete assignments and projects of the IMA courses; and taught in alternative ways subjects learnt in class to facilitate understanding.

DEC 2014 **GRAPHIC DESIGNER (VOLUNTEER)**

JAN 2015 *Sierra Viva*

This project was an initiative with a group of people and a Colombian indigenous community to gather donations to develop an incentive for the better handling of the waste of the region. My role consisted of Strengthening the brand and creating complementary graphs. I designed pieces to promote donations, created various communications to encourage contributions from multiple prospects and to distribute general information about the initiative.

## EDUCATION

### Communications & User Experience

SEP 2016 **INTERACTIVE MEDIA ARTS DIPLOMA**

APR 2018 *Assiniboine Community College. Brandon, MB, Canada.*

**Specialisation:** Interactive | **Major:** Developer

AUG 2007 **GRAPHIC DESIGN BACHELOR**

AUG 2011 *Fundación Universitaria Jorge Tadeo Lozano. Bogotá, Colombia.*

### Languages & Courses

JAN 2016 **HUMAN-CENTRED DESIGN: AN INTRODUCTION**

FEB 2016 *Online - University of California. San Diego. USA.*

AUG 2006 **FRENCH LANGUAGE AND LITERATURE**

AUG 2007 *Alliance Française. Bogotá, Colombia.*

JAN 2006 **ENGLISH AS A SECOND LANGUAGE**

AUG 2006 *Mohawk College. Hamilton, ON. Canada.*